ELECTRONICS RECYCLING FOR THE REGION

"e-cycle St. Louis –
Building Regional Support"

MDNR E-scrap Stakeholders' Mtg
April 19, 2006

Key Message for Presentation

Collaboration is hard work, but a worthwhile investment!

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Product Stewardship

- **All parties share responsibility for environmental impacts resulting from manufacture, use, and disposal.**

- **Gaining momentum nationwide:**
  - State & Federal Legislation
  - Pilot collection programs w/ industry partners & statewide studies

- **Shift cost for end-of-life management from tax payer to consumer**

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County Baseline Survey (2001)

- **181,500 computers & TVs await disposal**
- **Current Disposal Habits**
  - Most people are probably storing
  - 20%-30% give away, donate
  - 27% throw out TVS
- **Preferred Management Options:**
  - Periodic collection (location or event)
  - Curbside Service
  - Door-to-Door
- **58% say would pay at least $5 each time**

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Regional Electronics Grant

- **Stakeholders' Mtg (Oct 2002):**
  - **Set up a Task Force**
  - **Regional approach favored**
- **$100,000 grant from St. Louis-Jefferson SWMD**
- **Co-sponsors: City of St. Louis, Jefferson County, St. Charles County**
- **Purpose: To adopt a cost-share strategy to increase electronics recycling.**
- **Executed July 2003**

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Grant Program Goals: Product Stewardship!

- Promote existing reuse & recycling outlets

- Institute a drop-off fee to cover costs

- Establish up to 4 permanent drop-off locations open on a regular basis.

- Develop recommendations for legislative policies & regulatory guidelines.

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Task Force - Group Make-up

Geographic Areas:
- St. Charles County
- City of St. Louis
- Jefferson County
- St. Louis County

Public & Private Entities:
- Local governments
- Regulatory agencies
- Electronics recyclers
- Solid waste industry
- Non-profit organizations
- Interested citizens
- Other important players

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Task Force Process (4/2003)

Step 1: Best Practices Research

Step 2: Evaluate Local Conditions

Step 3: Develop Recommendations

Step 4: Solicit Organizational Support

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Common Threads of Success

- **Charge drop-off fee**
- **Strong education program**
- **Collect all electronics (must take TVs)**
- **Establish permanent, convenient locations**
- **Build partnerships for program ownership**
- **Gov't provide incentives (regulation, market development, education, etc.)**
- **Expand local infrastructure to improve transportation & processing costs**
- **Emphasize domestic processing**

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Task Force Recommendations

- **Establish user fee funding mechanism**
- **Implement host site registration process**
- **Develop regional education & outreach program**
- **Serve as a model for other SWMDs**
- **Target grant funds for developing local infrastructure**

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Host Site Registration Process

- **List of Operational Standards**
- **"Due Diligence" Auditing Process:**
  - **Conducted by co-sponsors, MDNR**
- **Registration Package (Call for Sites):**
  - **Nine applicants, 10 locations**
  - **Private business, nonprofit, local gov't.**
  - **Some funding assistance provided**

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Regional Education Plan

- **Theme, Logo, Message:**
  - *"e-cycle St. Louis"*
- **Phase One RFP Issued:**
  - **Brochure, insert**
  - **Website**
  - **Retailer Poster**
  - **Media Outreach Materials**
  - **Media Event (Program Kick-off)**

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e-cycle St. Louis Kick-off

- **February 7, 2006 Press Conference (at EPC)**
- **Local Press coverage (very successful!):**
  - **TV: Fox2, KMOV, KSDK, WB11**
  - **Radio: KMOX, KWMU**
  - **St. Louis Post-Dispatch, Associated Press, Suburban Journals, Webster-Kirkwood Times, Jefferson City News-Tribune, etc.**
- **National Trade Journals:**
  - **Waste News, Waste Age, and E-scrap News**
- **Host sites doubled their business, positive feedback from participants**

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Next Steps

- **Participate in MDNR Stakeholders' Group**
- **Implement Phase 2 Educ/Outreach:**
  - **Issue RFP next few weeks**
- **MORA Conference:**
  - **Silver Sponsor**
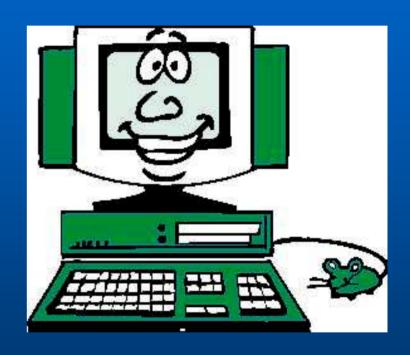 - **Host Site/Task Force Recognition**
- **Grant Program ends 12/31/06**

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More Information:

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